The aspartame rollout begins

by Gary A. Hemphill

SPECIAL REPORT—Since the FDA's approval of G. D. Searle & Co.'s NutraSweet for use in diet soft drinks late this summer, manufacturers have been scrambling to get to the shelf first and get an edge over their competitors.

Already Royal Crown, Squirt, Pepsi-Cola and Coca-Cola are in the market with aspartame-sweetened diet drinks; others aren't far off. For instance, Dad's Root Beer Co. has announced its intentions to use it, but is still reformulating its brand. "It's a few months away," said a spokesman. Sweet 'n Low Diet Soda announced it's begun negotiations with Searle to purchase the sweetener. And an official at Shasta also hinted at a pending announcement. "We've never been left at the starting gate when it's come to new developments in the industry," he said.

At presstime, both Dr Pepper and Seven-Up had announced their intentions to use aspartame.

Squirt was apparently first with the reformulation of Diet Squirt, using aspartame as its sole sweetening agent beginning Aug. 10.

"We were the first soft drink franchisor prepared to sell a soft drink sweetened with 100% aspartame to consumers in the U.S.A.," said SquirtCo U.S.A. president Mike Fogarty.

There was more fanfare behind the introductions from Coke and Royal Crown. Royal Crown teamed its announcement

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SOFT DRINKS □ BEER □ BOTTLED WATER □ WINE □ POWDERS □ JUICES □ SPIRITS

OCTOBER 1983

Beverage Industry

MARKETING □ DISTRIBUTION □ TECHNOLOGY

AN HBJ PUBLICATION

BI Report

• Coca-Cola USA has signed an agreement with Petainer, S.A., a Swiss joint venture company established by Sweden's PLM A.B. and Metal Box of Great Britain to develop and test new concepts of plastic soft drink packaging. Although press reports said the new packages would be cans, officials told *BI* that other types of packaging also

(Continued on page 57)

Beer, soft drink segmentation fuels demand for larger bodies

by Carl Smiley

SPECIAL REPORT—Beverage body manufacturers generally agree that size has become the most dominant factor in selecting new vehicles although all don't agree on the reasons.

While 12 bay straight truck bodies remain an important part of production for most manufacturers, many feel that they face growing competition from route tractor/semi-trailer combinations. And the verdict hasn't come in on what size semi-trailer will become the industry standard.

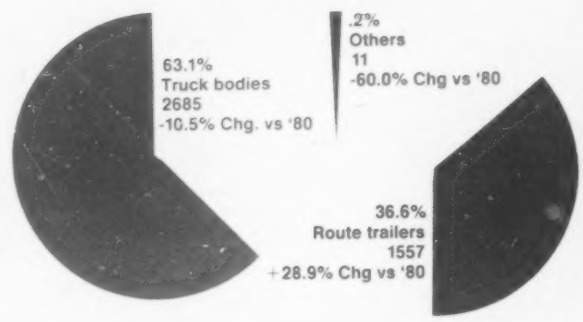
Route trailers currently account for slightly more than a third of all beverage carriers (36.6%) but their use has been increasing steadily. In 1980, for example, they constituted 28.4% of the total market.

Among beer distributors the proliferation of brands and a tendency to multi-label distribution requires a greater number of bays simply to make a range of product available to the route salesman. And in some areas preselling and high volume distribution has become practical.

A number of factors are contributing to the trend among bottlers. Preselling to major supermarkets and other large outlets has become standard industry practice. In fact, one major beverage body manufacturer admits that high volume, back door deliveries of presold beverage to supermarkets is beginning to erode beverage trailer sales. That trend was confirmed by hydraulic lift gate manufacturers who say that mounting gates on conventional dry freight delivery

(Continued on page 41)

1982 beverage body usage*



*New units purchased in '82

Source: Truck body builder estimates

Copyright: Beverage Industry October 1983

BI Now Package

Owens-Illinois' new label for 2-L PET allows for on-package promotions. See page 49.

STATISTICAL DEC INDEX CIS
44520 EAST WEST HWY SILVER SPG
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New aseptic developments highlight '83 DFISA expo

CHICAGO — The latest in aseptic processing and packaging techniques will be unveiled here Oct. 22-26, when the Dairy and Food Industry Supply Association opens Expo '83 at McCormick Place.

More than 350 exhibitors from the U.S. and abroad will take up more than 224,000 sq. ft. of exhibit space. In addition to aseptic processing and packaging other new products will include ingredients, general commodities and services, refrigeration, chemicals, transportation, beverages and assorted novelties.

Among aseptics, Brik Pak, Inc., Dallas, with 8,800-sq.-ft., will display three aseptic packaging units at the Expo. These new machines, according to the company, feature a programmable control unit which simplifies machine op-

(Continued on page 34)

Features

1 **Aspartame rollout begins**
Manufacturers of diet soft drinks have been racing to be first to the retail shelf with aspartame-sweetened drinks.

1 **Route trucks facing growing competition from trailers**
While it appears that size has become the overall biggest factor in selecting beverage bodies, there is growing competition from route/tractor/semi-trailer combinations.

4 **Royal Crown opens up new sodium-free segment**
RC introduced a new product and advertising campaign, while opening up a new soft drink segment.

14 **Pepsi bottlers build co-op**
Eight Oregon Pepsi bottlers have built a money-saving plant in the village of Mount Angel, which handles all of the bottlers' canning of Pepsi products.

20 **USBA's new direction**
BI chats with former United States Brewers Assoc. president Henry P. King and new president Donald B. Shea about issues facing the industry.

25 **5-Gal. bottle washer designed for small-volume bottlers**
Industrial Washing Systems, which has just installed its first 5-Gal. bottle washer in the Western U.S., reports it's designed to fill the needs of the smaller bottler.

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Soundoff

Coke-less tribute draws Woodruff complaint

The Atlanta Arts Alliance recently honored its number one patron, Robert W. Woodruff, by erecting a bronze statue in his honor in front of the Woodruff Arts Center.

The 93-year-old philanthropist who has given the alliance some $28 million over 20 years was told in advance about the statue by Roberto Goizueta, Coca-Cola chairman.

"When I told him about the sculpture," Goizueta said, "He asked me, 'Am I drinking a Coke??' When I told him 'No,' he said, 'Too bad.' "

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Beverage Business Indicators

Selected Consumer Price Index (base: 1967 = 100)

	April 1983	May 1983	% Change	May 1982	May '82 vs. May '83 % Change
Cola	311.5	311.5	0	306.1	1.8
Other carbonated soft drinks	145.6	147.3	1.2	144.3	2.1
Noncarbonated drinks	139.6	140.1	.4	138.9	1
Wine	236.3	239.1	1.2	236.9	1
Beer and ale	221.5	222.7	.5	210.3	5.9

The Consumer Price Index (CPI) is a measure of the average changes in prices over time in a fixed "market basket" of goods and services. The index measures price changes from a designated reference date which equals 100 (usually 1967). An increase of 22 percent, for example, is shown as 122. This change can also be expressed in dollars as follows: The price of a base period "market basket" of goods and services in the CPI has risen from $10 in 1967 to $12.20.

Source: U.S. Department of Labor Bureau of Labor Statistics

Closures for Beverages (thousands of gross)

	January 1983	February 1983	% Change	February 1982	Jan. '82 vs. Jan. '83 % Change
Metal (for spirits, wines)*	87,065	84,301	(3.2)	56,556	49.1
Plastic (for spirits, wines)*	120,795	123,936	2.6	132,743	(6.6)
Metal Crowns (beer & soft drinks)	14,278	14,566	2	19,913	(26.9)
Soft drinks (convenience and conventional types)	5,455	5,568	2.1	8,656	(35.7)
Beer (convenience and conventional types)	8,823	8,998	2	11,257	(20.1)
All other metal closures other than crowns	5,704	6,627	16.2	5,998	10.5

*thousands of units

Source: U.S. Department of Commerce Bureau of the Census

Bottle Shipments (thousands of gross) (not seasonally adjusted)

	January 1983	February 1983	% Change	February 1982	Feb. '82 vs. Feb. '83 % Change
Glass Bottle Production					
Total Bottles:	23,082	21,043	(8.8)	22,714	(7.4)
Beverage: Refillable	424	287	(32.3)	269	6.7
Nonrefillable	3,942	3,069	(22.1)	3,758	(18.3)
Beer: Refillable	115	332	189	270	23
Nonrefillable	7,301	7,083	(3)	7,757	(8.7)
Liquor	1,126	962	(14.6)	916	5
Wine	723	625	(13.8)	596	4.9
Plastic Bottle Production*					
Carbonated beverages	180,157	136,846	(24)	157,031	(12.9)

*thousands of units

Source: U.S. Department of Commerce Bureau of the Census

Selected Producer Price Index (base: 1967 = 100)

	April 1983	May 1983	% Change	May 1982	May '82 vs. May '83 % Change
Soft drinks	327.1	327.3	.06	318.2	2.9
Alcoholic beverages	204.4	205.2	.4	197.9	3.7
Beverages and beverage materials	263.0	263.3	.1	256.5	2.7
Packaged beverage materials	325.7	324.5	(.37)	323.3	.37

The Producer price Index (PPI) is a measure of the average changes in prices received in primary markets of the United States by producers of commodities in all stages of processing. These data were formerly called the Wholesale Price Index. The name was changed to more accurately reflect the coverage of the data. PPI's are designed to be interpreted in the same manner as the CPI.

Source: U.S. Department of Labor Bureau of Labor Statistics

Imported Beverages (proof gals)

	March 1983	April 1983	% Change	April 1982	April '82 vs. April '83 % Change
Beer*	16,268,193	15,204,560	(6.5)	13,086,224	16.2
Whiskey	4,951,886	4,429,908	(10.5)	5,914,454	(25.1)
Brandy	450,459	642,707	20.5	389,692	39.3
Gin	387,609	427,268	10.2	359,224	18.9
Rum	49,362	111,127	125	71,000	56.5
Cordials & liqueurs	714,851	517,223	(27.6)	683,136	24.3
Others	680,950	524,424	(23)	548,803	(4.4)
Total	23,503,310	21,757,207	120	21,052,533	14.6
Sparkling wines	618,138	770,184	24.6	524,089	47
Still wines, table	10,761,591	7,910,930	(26.5)	7,515,613	5.3
Still wines, fortified	210,777	198,873	(5.6)	173,870	14.4
Vermouth	205,326	246,425	16.9	249,767	(1.3)

*Includes ale, stout, porter

Source: National Association of Beverage Importers, Inc.

Sweeteners (cents per pound)

	May 1983	June 1983	% Change	June 1982	June '82 vs. June '83 % Change
42% Corn Syrup High Fructose Decatur, IL, tank cars, cwt.	12.09	12.09	–0–	NA	–
55% Corn Syrup High Fructose Decatur, IL, tank cars, cwt.	14.25	14.25	–0–	13.82	3.1
Sugar, liquid ind. No. 2 per cwt. solids, F.O.B. (N.E. refinery)	32.20	32.20	–0–	27.83	15.7

NA: Not Available

Source: The Journal of Commerce

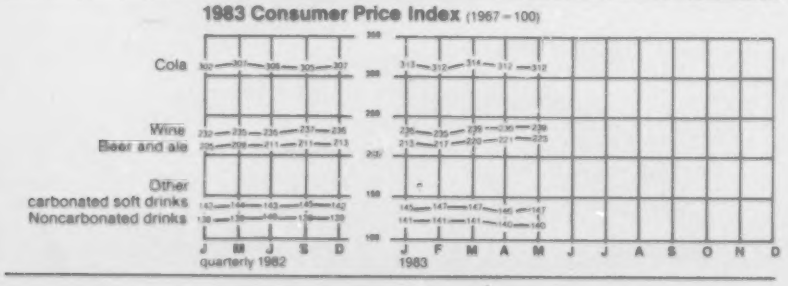
Alcoholic Beverage Removals (barrels of 31 gals)

	February 1983	March 1983	% Change	March 1982	March '82 vs. March '83 % Change
Beer	12,856,192	15,354,597	19.4	15,919,551	(3.5)
Wine*	27,430,382	35,337,365	28.8	37,092,978	(4.7)
Spirits*	22,602,999	30,742,546	36	30,833,687	(.3)

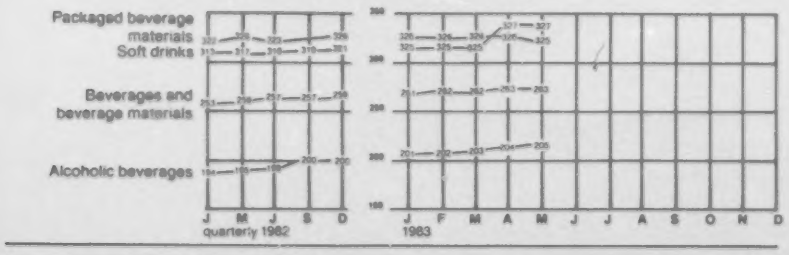
*wine gals

Source: U.S. Department of the Treasury Bureau of Alcohol, Tobacco and Firearms

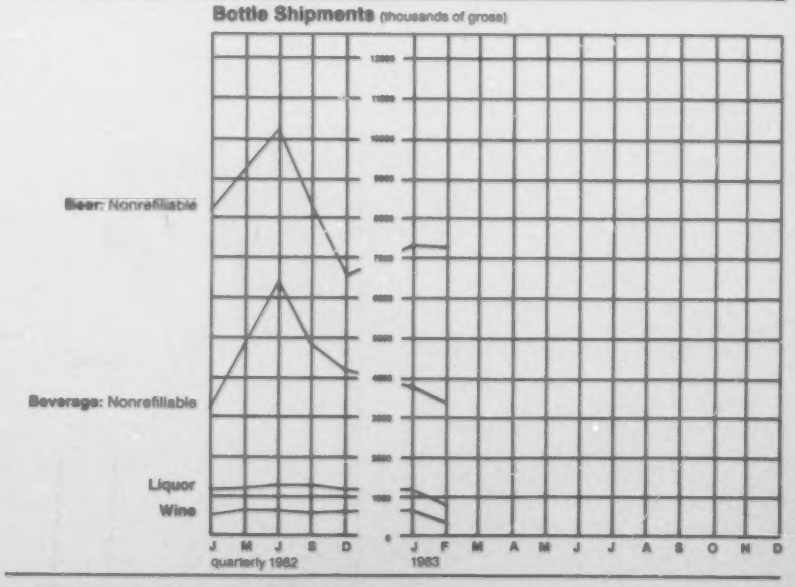
1983 Consumer Price Index (1967 = 100)



1983 Producer Price Index (1967 = 100)



Bottle Shipments (thousands of gross)



Beer, soft drink segmentation fuels demand for larger bodies

(Continued from page 1)

units for bottlers is becoming a major new market.

Not everyone is convinced that route trailers will dominate the industry. Some point out that imposition of new FET regulations dampened semi-trailer sales and will continue to do so. Others see the admitted decline as only a temporary reaction as customers again recognize the economics of bigger product payloads.

Kolstad Co. sees 28′ 6″ trailers pulled as doubles behind a single tractor as a growth product. Bob Burggren, Kolstad sales manager, says that bottlers with large geographic sales areas in the upper midwest now may legally pull two trailers to an outlying sales area where the train is broken down for delivery with route tractors. The transport tractor then picks up two trailers used for delivery the day before and returns to the plant. One customer has found this a means of eliminating satellite warehouses and small plants.

12 bay unit

A Kolstad innovation has been design of a 12 bay unit within the 28′ 6″ limitation which can scale out a full legal payload. Burggren says that became possible through use of aluminum body components for weight savings while a hi-tensile steel frame extending from the upper fifth wheel plate to suspension was retained for strength. Burggren claims that this approach makes the unit less vulnerable to shock and torque from both front and rear. He also says that the A frame becomes less critical.

To reduce road shock and vibratory stress Kolstad also has standardized on the Neway rubber spring suspension for all trailer models. That suspension is claimed to combine low weight, soft ride, and freedom from leaf spring maintenance and replacement. A Neway spokesman told **BI** that the new suspension gives a better ride than conventional leaf springs although not as good as the Neway air ride models. He also pointed out that ride is nearly identical whether the trailer is empty or fully loaded.

Mickey Truck Bodies, Inc., anticipates continuing growth of the route trailer market and further emphasis on higher capacities. To meet that anticipated demand they are introducing a new "20/20" series of semi-trailers rang-

New construction makes unit less vulnerable to shock and torque from both front and rear.

New Mickey 20-bay trailer shows upper section of shortened A-frame.

New Mickey Mover trailer aids deposit state bottlers

HIGH POINT, NC — The Mickey Mover, a new concept in general purpose van trailers for use with a one ton pickup truck, promises to meet some of the requirements of the beverage industry. Not intended as a route delivery vehicle for cased product, the unit was perceived to be a long lived, high cubic capacity vehicle for such purposes as collection of empty containers in states with bottle laws, keg delivery, and special use applications.

The new unit, which was introduced recently by the W. F. Mickey Body Co., is somewhat unique in that walls are single piece

(Continued on page 48)

Mover is designed for hauling empties.

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Plew's newest is a 14-bay route trailer. Recent models feature the diet Coke graphics.

ing in size from 12 bay single axle models to 24 bay tandems. According to a company spokesman, the all new design will feature true unibody construction for the first time in the industry. Design emphasis has been shifted from the traditional "A" frame carrying most of the load to unitization of massive rub rails, door posts, which are said to be the largest in the industry, and other structural components in an all aluminum, all welded assembly.

Another new development at Mickey has been an All-Weather Log, which features a pressurized seal against dust, rain, and snow the entire length of the door.

Dean Sink, general manager, says that virtually all new sales are 12 bay straight truck bodies and trailers ranging up to 20 bays. Only two or three eight bay units have been produced this year. Interest also seems largely confined to aluminum construction.

Depleted inventory

Sink declares, "Our sales are up sharply this year. In fact we are beginning to experience some delays in component delivery. Suppliers cut stocks so sharply over the past two years that a sudden increase in demand has exhausted supplies. Coors expansion into the southeast has helped considerably. We are producing a lot of combination roll-up and slam door insulated units and see it as a continuing trend as other distributors consolidate keg and case routes."

But the subtle changes in customer preferences has prompted a total new marketing approach at Mickey. Sink observed that the widespread and growing acceptance of all aluminum models with a life expectancy of 15-20 in many cases combined with larger unit preferences points to a shrinking market.

He says, "We always have been a low profile company largely serving a long established customer base. We are taking a much more aggressive stance not only in body sales but in a broad spectrum of products and services. We always have offered truck equipment such as lift gates, fifth wheels, etc. largely to local concerns.

"We have expanded that line to include service bodies and many other items. We also started producing a line of FRP van trailers for use with one ton pickups as the towing unit. In other words, we plan to meet the complete fleet needs of our customers."

Refurbishing

Sink went on to observe that refurbishing has become an important factor in the market. Mickey has set up a separate renovation facility and plans to market that service independently of body and trailer sales.

He and Carl Mickey, president, feel that although price trends will continue to reflect the higher quality construction and larger sizes, the lower numbers of units will result in more industry competition.

Carl Mickey emphasizes, "We have always taken good care of our customers and corrected any mistakes that sometimes occur in assembling any product. Now we are selling our warranty and our willingness to perform that service. We have extended the warranty to 10 years on the 20/20 series and established service centers at strategic locations to provide both renovation and warranty service with more convenience for the customer."

Shift in demand

Atlas Centennial Body Co. has introduced a line of trailers with combinations of swing and rollup doors as well as combinations of refrigerated and nonrefrigerated bays. That company, the result of a merger of Atlas and Centennial, also has seen a shift in demand from predominantly steel to about 95% aluminum.

Sales manager Bruce Parker asserts that when the new FET regulations went into effect, semi-trailer sales suffered for a time. He now believes the market has reverted to normal and expected route trailers to continue gaining market share.

Hesse is turning out both trailers and bodies at near full production capacity in both the Kansas City and Las Vegas plants. After a brief downturn earlier in the year, trailer sales have rebounded significantly. Plant executives report a heavy demand for 18-20 bay tandem axle units mainly from beer distributors. The company also has experienced a sudden upsurge in 24 bay transport trailers, high units with roll up doors.

Hesse also has gotten some demand for units with combi-

(Continued on page 44)

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Jim Rust
Brewing Specialist
Diversey Wyandotte Corporation, U.S.A.

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Beer, soft drink segmentation fuels demand for larger bodies

(Continued on page 42)

nations of roll up and swing doors. A limited demand for units with rear doors for dock unloading also has been experienced especially in the far west. Another model that seems to find steady acceptance is one with ramps on the rear compartment for transporting a forklift truck on the delivery route.

Hesse Corp. has for years devoted 100% of production to total aluminum equipment, a position they feel has been vindicated by recent industry moves toward more liberal use of the lighter material. As a result the lion's share of engineering efforts have been directed at running changes aimed at lowering maintenance costs and improving vehicle efficiency.

In the aluminum vs. steel controversy, France Betten continues to view steel as a viable material especially for larger route trailers. A spokesman for the firm says that use of lightweight, hi-tensile frame members often permits assembly of route trailers that weigh less than competitive aluminum models.

"Our customers are specifying bodies ranging from four bays to the largest legal trailers based on volume generated by a route."—Reliable's Jay Hess

France Betten also sees 12 bay bodies and 16 bay trailers as new industry standards but points out that the company has produced a number of 20 bay units this year and quoted on some 24 bay models. They predict that standardization on 16 bay units will be a short lived affair.

Richard Chvala of Swan, Inc., claims leadership in production of 16 bay route trailers for the first quarter of 1983. He attributes those sales in large part to gaining a FET exempt ruling for the Urbanite model. Chvala seems to feel that tax exemption is a major key to sales of 16 bay units.

Swan also takes a unique approach to trailer design with FRP (fiberglass reinforced plywood) bay backs and extensive use of aircraft grade fasteners instead of the all metal, welded assembly methods followed by the rest of the industry. Chvala contends that a trailer of necessity must flex which tends to break up welded seams.

***1982 beverage bodies**

steel vs. aluminum

Body type	Aluminum	Steel
Truck bodies	2205	480
Route trailers	1448	109
Others	11	0
Totals	3664	589
Grand total	4253	

*New units purchased.

Source: Truck body supplies.

Copyright: Beverage Industry October 1983

Trend to gas engines

The company has been heavily involved in specifying power equipment used in combinations and sees a trend back to gasoline engines and manual transmissions. Currently, gasoline engines account for about 50% of sales with about 80% of all trucks using manual transmissions. Chvala also says that both air ride and rubber spring suspensions are becoming popular features on new route trailers.

Newest contender in the field is Ekmer (Remke spelled backward) which has been producing largely 12 bay bodies and 16½ bay route trailers for the past three years. All personnel at the new plant are veterans of the now defunct Remke organization.

Jay Hess, president of Reliable Body Co., sees a definite trend to tailoring equipment to particular route applications. He says, "Our customers are specifying bodies ranging from four bays to the largest legal trailers based on volume generated by a particular route. That necessarily means that fewer are standardized on a body size and style."

Hess feels that trend has been bolstered by expansion of Coors with many new dual distributorships and the bottle laws in several states. He declares that a significant amount of interest is building in both bodies and trailers with two to four bays which are insulated and refriger-

(Continued on page 45)

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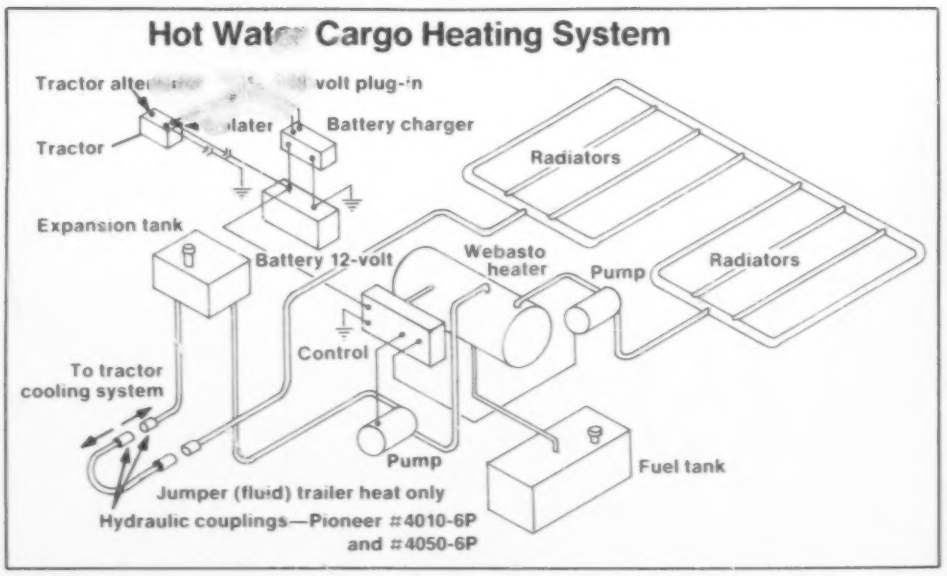
Tandem trailers replacing warehouses at Mid-America



LENEXA, KS—New federal regulations, strengthened trailers, and a unique body heater have made it possible for Mid-America Coke, located here, to close a number of its satellite warehouses in the area.

Legalization of doubling the maximum dimensions of trailers allowed the firm to utilize the units as rolling warehouses. Product is loaded on two 28 ft. 6 in. long double bottom semis. These are then pulled in tandem to a prearranged spot where they are met by two "working" route trailers. The loaded trailers are disconnected and attached to the route tractors. The empty units are then connected to the transport tractor which will haul them back to the plant for reloading.

Kolstad Co., supplier of the trailers, designed them to carry 12 full bays of product within maximum legal payload limits. This was achieved by use of aluminum body and sheet metal components welded to a steel frame.

Bob Burggren, sales manager of Kolstad, says that the steel frame extending from the upper fifth wheel plate to the rear suspension is necessary to withstand forces exerted both front and rear on the first trailer in the train.

Cargo heat

Critical to success of such an operation in areas where temperatures may drop to -40° is cargo heat. A certain amount of time is lost waiting for route drivers at open meeting spots and in unhooking and rehooking the tractors.

A compact diesel fired heating unit mounts in the front bulkhead of the trailer together with a small pump and boiler. Heated fluid is pumped through copper lines installed in bay floors or the A-frame to circulate the entire length of the system. With thermostat controls the system operates automatically for minimum fuel use.

Quick disconnect hoses also link the system to the tractor cooling system. When tractor coolant reaches the proper level, the trailer system shuts off to fully utilize engine heat which otherwise would be lost to the atmosphere. Conversely, when the tractor engine is shut down the trailer heating system can be used to pump heated coolant to the tractor. The effect is an engine preheater that can be used where electricity normally is not available. This provides considerable fuel savings in an area where engines normally are operated around the clock when not stored in a heated building.

After using about 25 of the units through a winter season the bottler has made plans to acquire a number more.

● For more information on **Kolstad**, circle no. 211. □

Beer, soft drink segmentation fuels demand for larger bodies

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ated for kegs or non-pasteurized beer. Most of those units are equipped with mechanical refrigeration units because of a more economical design.

Reliable finds the general trend is to larger units because of lower case transportation costs and because of bottle bills in several states. In New England states where straight trucks with smaller bodies have historically been the rule, a definite trend to 12½ bay bodies to accommodate returns in such states as Connecticut and Massachusetts has been noticed.

Special purpose vehicles also are gaining some acceptance. One recycling center ordered 61 high cube gooseneck trailers with sideloading doors and open bays especially for can collection. Like several other manufacturers, Reliable regards New York bottlers and distributors as a potentially lucrative market for equipment of this type once the bottle bill actually goes into effect.

Capacity increasing

Elsewhere in the U.S. capacity also is increasing. The company has supplied some double bottoms to customers in New Mexico and expects new federal length and weight standards to promote more interest in double bottoms as an alternative to warehousing.

Hess says, "Customers who specify larger units for greater capacity also tend to become more quality conscious. Aluminum has become the standard material, and with renovation will give service life of 15 or more years. In fact, they tend to become obsolete before they are ready for scrap.

"Premium quality components also receive more attention than ever before. We offer disc brakes, rubber spring suspensions, sealed beam, shock insulated lamp housings and other features as options, that are getting more and more acceptance."

Like many others the company is finding that customers are turning to renovation as an alternative to replacement. Hess points out that straightening dents, replac-

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Beer, soft drink segmentation fuels demand for larger bodies

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ing door locks and rollers, and repainting essentially makes an aluminum unit into new.

Increasing costs of new equipment also has made leasing a major marketing tool for Reliable. The firm leases both chassis and bodies or semi-trailers as well as other transportation related equipment to give the user a single financial package. That concept of capitalization is becoming more and more popular.

Hess does not believe that vans are penetrating the specialized beverage vehicle market to any great degree. In fact he believes that a trend away from preselling should strengthen beverage body specialists market position.

Hub step innovation

Among the more recent innovations of the firm is an optional hub step mounted in the wheel of the struck drive axle. The round mesh cylinder folds out for a step but cannot be bent to rub against a tire which often occurs with conventional wheel well steps.

Ben Wilver, sales manager for the Columbus, OH, based Plew Co., said with smaller family-owned, independent bottlers diminishing, there has been a trend toward larger units.

Bodies with 18, 20 and more bays have grown popular. In addition, aluminum will continue to be more desirable, he believes, as long as the price doesn't increase too much. He said there have been two price increases over the last 90 days.

A market study by Hackney and Sons, Inc., tends to reinforce the opinions of other market observers. That study indicates that steel construction now accounts for less than 15% of the total market and will continue to decline. The obvious conclusion is that days of producing steel bodies are over.

Hackney study: 67% of buyers prefer 10 and 12 bay trucks; 70% of trailers are 16 bays.

The Hackney study also indicated that 67% of buyers prefer 10 and 12 bay bodies while 70% of trailer buyers prefer 16 bay units. Of the latter group 10% preferred larger trailers and the other 20%, smaller ones. Based upon historical data the company expects trailers to continue adding 3-4 points per year to a current 40% market share. That increase may not hold true this year because the excise tax change caused a temporary downturn in trailer sales.

Combination units

Hackney expects insulation and refrigeration as well as combination equipment to gain popularity in view of the fact that brewers are placing more emphasis on climate controlled warehouses. In a slow growth beer market, Hackney executives expect that flavor and freshness will become major marketing tools as competition increases.

The company is meeting this need with a "Combo" unit with both insulated and uninsulated bays. Also offered is a pallet load insulated box. A limiting factor in buyer acceptance of refrigerated equipment has been the added operating and maintenance cost of mechanical units. Hackney feels that cold plate cooling has advantages except in those areas with very high ambient temperatures.

The trend toward almost total use of aluminum has, of course, increased service life expectancy. A Hackney executive declares, "At more than $1 per pound aluminum has to deliver a longer average service life based on the durability of the aluminum body and trailer. This is what the customer wants and what we deliver. And it's why our 10-year limited warranty, the best in the industry, is called "TenDurance."

There appears little doubt that 12 bay bodies and 16 bay trailers are indeed the new standards of the industry nor that aluminum has largely replaced steel. One production manager for a major manufacturer declared that he finds it difficult to maintain an inventory and production lines for steel units with such light demand.

The demand for aluminum seems keyed to durability rather than weight savings. But some industry figures expect that some states will start enforcing weight limits more strictly as fuel taxes increase and the general public becomes concerned with condition of the highways.

• For more information on **Kolstad,** circle no. 226; for **Neway,** circle no. 227; for **Mickey,** circle no. 228; for **Hesse,** circle no. 229; for **France Betten,** circle no. 230; for **Swan,** circle no. 231; for **Ekmer,** circle no. 232; for **Reliable Body,** circle no. 233; for **Plew,** circle no. 234; for **Hackney,** circle no. 235.

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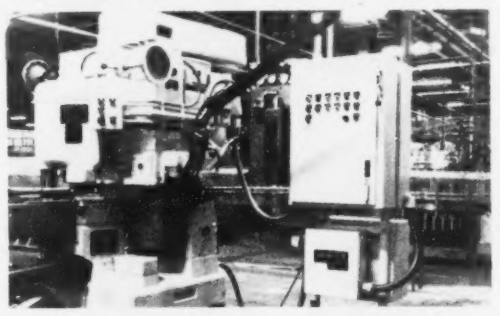

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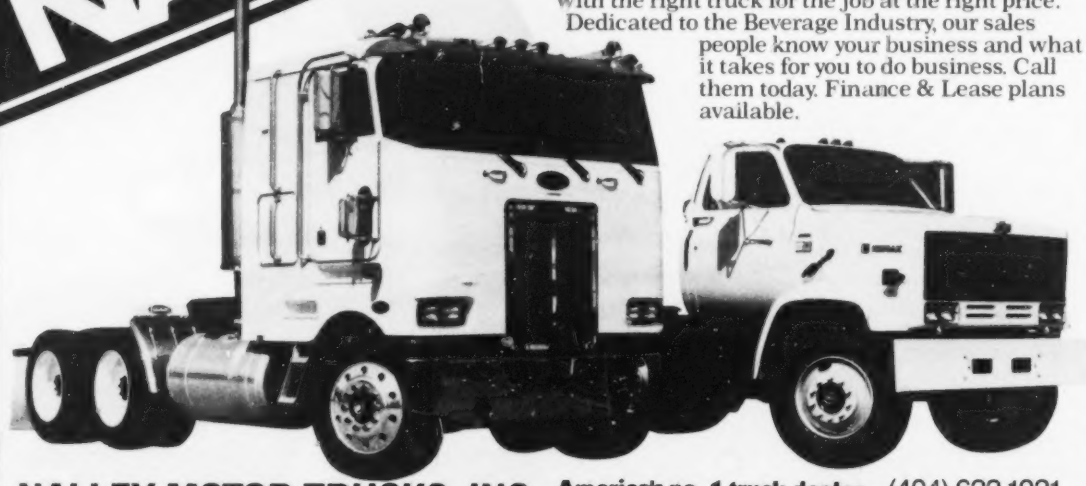

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